

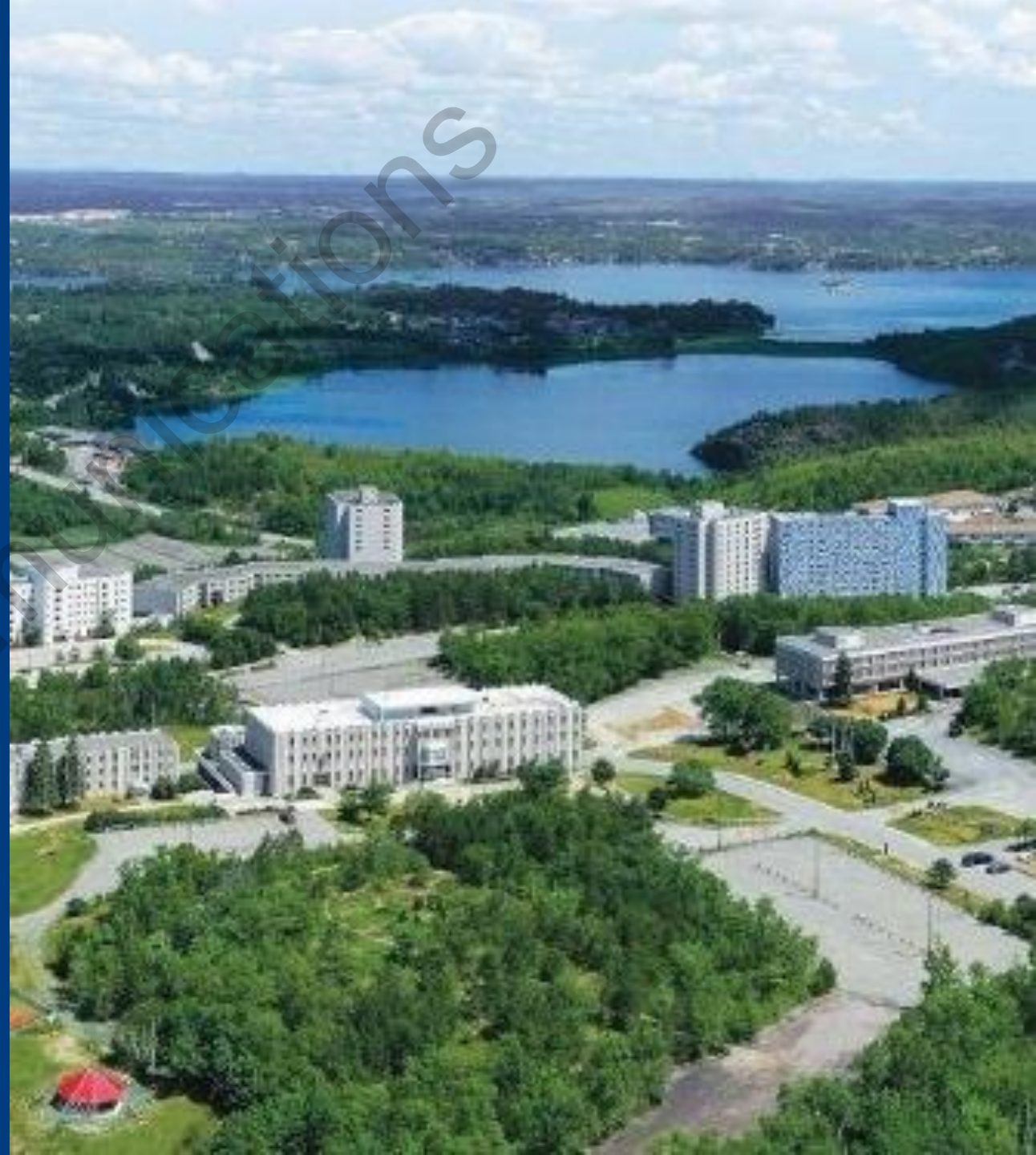


**Laurentian**University  
Université**Laurentienne**

**[PROJECT]**

Your opportunity to **[IMPACT]** at  
Laurentian University

Presented to **[PROSPECT]**  
**[DATE]**





# A new vision for [FOCUS AREA]

At Laurentian University, we offer students a truly Canadian postsecondary experience—one that embraces diversity, fosters innovation and cultivates a sense of community. For more than 63 years, our institution has upheld a commitment to academic excellence, cutting-edge research with impact and one-of-a-kind, experiential learning opportunities to set our students up for long-term success in the lives and careers.

**You can bring a new vision to life for Laurentian University.** Our [FACULTY/DEPARTMENT] is [PROOF POINT #1] and [PROOF POINT #2]. Now, we are looking for partners like you who share our vision for the future and who are ready to join us in [NEED].

**By investing [\$AMOUNT] in [PROJECT], you will [IMPACT #1 – Project].** Your contribution will [IMPACT #2 – Audience].

With your support, we can guarantee an even brighter future for Laurentian University. **Together, we can make it happen.**





# About Laurentian University

Since 1960, **Laurentian University** has distinguished itself as a hub of academic excellence and cultural diversity with a **bilingual** experience entrenched in **tri-lingual** cultural values. Nestled in the breathtaking landscapes of Sudbury, in the heart of Northern Ontario, Laurentian offers a broad array of academic programs, state-of-the-art facilities for high-quality learning and research, and a vibrant, supportive campus community.

From education to the arts, health to business administration, science to engineering, and the many programs offered in French or with an Indigenous or cultural focus, we are empowering our students to pursue their passions and career aspirations in a way that aligns with their needs and values. Through a uniquely Laurentian journey, these students will develop future-focused skills and participate in the hands-on experiential learning needed to become the leaders and changemakers of tomorrow.



# Laurentian University:

## A closer look

- Laurentian offers a **total of 113 academic programs, including 34 in French**, from the bachelor's to Ph.D. levels across a vast array of specializations.
- With an **average ratio of 19 students per professor**, our small-class learning environment favours individual, one-on-one dialogue with faculty, research excellence and academic success.
- We have invested **more than \$214 million into student and learning infrastructure**, including cutting-edge classrooms and laboratories and sports, recreation, leisure and collaborative spaces.
- For the past decade, we have led the province in graduate employment rates, with **94% of alumni finding a job** within just six months after graduation (up to 97% after two years), while our alumni earn **Ontario's second-highest average income**.
- Laurentian is ranked **#1 in Canada for total sponsored research income growth** in the undergraduate category.

7,700+

students enrolled each year at Laurentian

72,000

alumni around the world

13

research centres

23%

of Laurentian students pursue studies in French

250+

activities and events on Anishinaabe culture



# Laurentian University

## Our new President

In 2023, we were proud to announce the appointment of **Dr. Lynn Wells** as Laurentian University's 12<sup>th</sup> President and Vice-Chancellor, a role she will begin on April 1, 2024.

Dr. Wells is an experienced leader in postsecondary education, having held a series of senior positions at universities across Canada over the last 20 years—including the University of Regina, the First Nations University of Canada (FNUiv) and Brock University. She received her PhD in English from Western University, as well as a Master of Arts in English and Honours Bachelor of Arts in English and French Studies both from York University. Dr. Wells is also a highly regarded scholar and has held tenured professorships at Brock, MacEwan, FNUiv, and the University of Regina.

"I strongly believe in the tricultural identity of Laurentian, and its commitment to offer bilingual education. I connect with Laurentian's unique mission to meet the needs of the people of the North and the communities served by the University, and am honoured to be part of Laurentian's future."

— Dr. Lynn Wells





# Laurentian University: Our newsworthy moments



**DECEMBER 2023** — Laurentian University was named **one of Canada's Top 50 Research Universities** and 1<sup>st</sup> in Ontario amongst primarily undergraduate institutions.



**JULY 2023** — Province provides grant funding of \$1.2M to Laurentian researchers to **advance virtual learning opportunities for future students.**



**APRIL 2023** — \$5 million in government funding supports **growth of bilingual education at Laurentian**, including new French-language programs and a language laboratory.



**APRIL 2023** — Laurentian joins Nature Positive Universities Alliance to support the prioritization of **nature restoration within the higher education sector.**



# Laurentian University

## Our inspiring alumni



**Alex Baumann**  
Sports administrator and  
Canadian Olympic swimmer



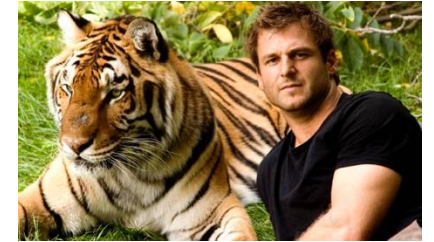
**Minnijean Brown-Trickey**  
American political figure and  
member of the Little Rock Nine



**Mike Harris**  
22<sup>nd</sup> Premier of Ontario



**André Paiement**  
Franco-Ontarian playwright and  
musician



**Dave Salmoni**  
Canadian animal trainer,  
entertainer and TV producer



**Rosemary Sexton**  
Canadian author and former *The  
Globe & Mail* columnist



**Sylvia Sweeney**  
Canadian TV producer and  
Olympic basketball player



**Stephen Walkom**  
Vice president and director of  
officiating for the NHL



**John Willinsky**  
Canadian educator, activist  
and author



**Athena Tolentino**  
Filipino politician and vice  
president of Cavite



# About

## [FACULTY/DEPARTMENT]

**Purpose of Slide:** To briefly introduce your specific Faculty/Department to the prospect and help them better understand where specifically at Laurentian their support will be mobilized through the forthcoming fundraising appeal; note that this slide is meant to follow a similar format to Slide #3.

### Questions to Consider:

- What is your Faculty/Department at Laurentian?
- Who does your Faculty/Department serve?
- What distinguishes your Faculty/Department from the greater Laurentian landscape?
- How does your Faculty/Department contribute to the overall Laurentian vision?





# [FACULTY/DEPARTMENT]

## A closer look

**Purpose of Slide:** To provide additional details and/or proof points related to your Faculty/Department that help the prospect understand its profile, its position within the Laurentian community and its greater impact on students, careers and society; note that this slide is meant to follow a similar format to Slide #5 (i.e., a bulleted list of proof points).

### Questions to Consider:

- Are there any statistics or metrics that help demonstrate the reach, impact, demographics or achievements of your specific Faculty/Department?
- Is there anything about your Faculty/Department that distinguishes it from other academic institutions (or anything you offer to students that will distinguish them from other professionals in their eventual careers)?
- Are there any noteworthy achievements, accolades or distinctions received by your Faculty/Department?



**[FACULTY/DEPARTMENT]**

**Our leadership**

PFS Communications



**[FACULTY/DEPARTMENT]**

**Our outstanding team**

PFS Communications





# [FACULTY/DEPARTMENT]

## Our newsworthy moments

[NEWSWORTHY ITEM #1]

[DESCRIPTION]

[NEWSWORTHY ITEM #2]

[DESCRIPTION]

[NEWSWORTHY ITEM #3]

[DESCRIPTION]

[NEWSWORTHY ITEM #4]

[DESCRIPTION]



# [STORY]

**Purpose of Slide:** To showcase a story of a person or project (or a testimonial) that helps to demonstrate either the project's need or impact; note that this slide can be incorporated anywhere within the proposal that makes strategic sense to the narrative OR multiple stories may be included in beneficial to the fundraising appeal.

## Questions to Consider:

- Are there any existing stories from your Faculty/Department that align with the need or impact of your fundraising ask?
- Are you raising funds for a student project—if so, is there a story of a student who would benefit, or a faculty/staff member who would help implement?
- Are you raising funds for student financial aid—if so, is there a story of an alumni and previously underprivileged student who graduated with the support of donor-funded scholarships or bursaries?
- Are you raising funds for a diversity or equity project—if so, is there a story of a student or Laurentian community member from the impacted group?
- Are you raising funds for a research project—if so, is there a story of a researcher, faculty member or student who engages in this type of research, or a community member who would benefit from it?
- Are you raising funds for equipment—if so, is there a story of this equipment being used at another institution, or a Laurentian student or faculty member who can speak to its need or impact?
- Are you raising funds for infrastructure—if so, is there a Laurentian representative who can speak to its importance?

# Looking ahead to the future

**Purpose of Slide:** To define the “need” associated with your specific fundraising appeal and context to the ask before the project is introduced.

**Questions to Consider:**

- What is the problem *or* opportunity that you are looking to address?
- Is there a strategic goal you are looking to achieve?
- Is there a potential obstacle or issue you are looking to avoid?
- Are there positive changes you are hoping to foster in your Faculty/Department OR for the audience you serve?
- Are there opportunities you are looking to capitalize on that will help in achieving the vision for your Faculty/Department OR for Laurentian overall?
- Are there specific metrics or indicators that help demonstrate the need or opportunity you are looking to address?





PROFES Communications

**[PROJECT]**

[IMPACT – Tagline]



# [PROJECT - Slide #1]

**Purpose of Slide:** To showcase a compelling overview of the specific project or opportunity for which you are fundraising as part of this proposal.

## **Questions to Consider:**

- What are the details of the project?
- What are the primary goals or objectives of the project?
- Who does the project serve and/or impact specifically?
- What are the specific strategies or approaches that will be used to implement the project successfully?
- Are there any unique or innovative aspects of the project that set it apart?



# [PROJECT - Slide #2]

**Purpose of Slide:** To provide additional project information that may be beneficial in convincing the prospect to make a donation; note that these additional details can be shared over multiple slides if required.

## Questions to Consider:

- Is there an approved timeline associated with this project, or key milestones and deadlines?
- Is there an outlined budget for this project that can be shared with the prospect?
- Are there any other strategic partners, collaborators or supporters who are contributing to this project or who are required to achieve the project's success?
- What resources are required to execute the project successfully?
- Are there specific metrics or indicators that will be used to measure the project's success?
- Are there previous projects like this that your Faculty/Department has engaged in and demonstrate a track record of successful implementation/impact?





# Creating impact together

**[\$AMOUNT] for [PROJECT]**

[FACULTY/DEPARTMENT] is looking for visionary leaders and generous partners like you who share our vision and are ready to help us realize it.

**We invite you to consider a [\$AMOUNT] gift over [#] years in support of [PROJECT].**

By coming together to invest in [INTENDED IMPACT], we can unlock new possibilities for [INTENDED AUDIENCE] and create something extraordinary at Laurentian University.

We cannot do it without **you**.



# How to make your gift

There are many different options for you to make a meaningful impact for [PROJECT].

Through the variety of opportunities below, you to create your impact in a way that aligns with your philanthropic goals. We would also be happy to discuss other ideas for how you can support this project and work together to design an opportunity that means your unique needs as a donor.

## Monetary Contributions

Gifts made by cash, cheque, money order, electronic transfer, credit card, or pre-authorized contributions, and paid out as a one-time or monthly gift, or through a multi-year pledge.

## Memorial or In-Honour Gifts

A meaningful way to support Laurentian while either honouring a friend or loved one who has passed, or paying tribute to a living person who has made a difference in your own life.

## Gifts-in-Kind

A wide range of non-cash donations—including books, real estate, artwork, special equipment and more—that can greatly enhance Laurentian’s learning environment.

## Bequests or Legacy Gifts

A distribution from your estate to Laurentian through your last will and testament via a residual amount, a share or percentage of your estate, or a specific dollar amount or item.

## Gifts of Stocks or Securities, etc.

A distinct collection of giving options each with their own unique tax benefits and including gifts of charitable annuities, remainder trusts, residual interest or life insurance.

Charitable tax receipts are provided for all donations above [\$AMOUNT].  
Tax receipts for gifts-in-kind are issued for the appraised fair market value of the donation.



# Your impact in action

**Purpose of Slide:** To clearly reiterate the potential impact of the prospect's support for the specified project in follow-up to the ask and create an emotional attachment to the project prior to concluding the proposal.

## Questions to Consider:

- How will the project address the need or opportunity previously identified in this proposal?
- For its intended audience or demographic, how will this project improve or positively change their situation?
- In what ways does this project align with the values and philanthropic goals of the prospect?
- How will the project contribute to Laurentian overall or a specific academic/professional field?
- Are there any unintended or secondary positive impacts expected?
- Is there any potential for growth or expansion upon the successful implementation of this project once funded?
- How does this project contribute to Laurentian's overall mission and vision?



# Thank you.

On behalf of [FACULTY/DEPARTMENT] and Laurentian University, thank you for your consideration of this proposal. We look forward to working alongside you to make [PROJECT] possible.

## Contact us:

[NAME]

[TITLE]

[PHONE]

[EMAIL]

Learn more about giving to  
Laurentian University by  
visiting [laurentian.ca/give](https://laurentian.ca/give)  
or scanning the QR code:



**Laurentian** University  
Université **Laurentienne**